

--A METHOD FOR TRANSACTING AN ADVERTISEMENT TRANSFER

ABSTRACT OF THE DISCLOSURE

A method for transacting an advertisement transfer from an advertisement distributor to a visitor, when a visitor visits a communication node, includes the steps of constructing a visitor profile and broadcasting the profile to at least one distributor. Responses are collected from the at least one distributor and one response is selected. The communication node contracts with the at least one distributor concerning a transference of the advertisement from the distributor to the visitor. The transfer of the advertisement to the visitor is then effected. A device for transacting an advertisement transfer includes a first module for constructing a visitor profile, a second module for broadcasting the profile to at least one distributor and a third module for collecting responses from the at least one distributor. A fourth module selects a response and a fifth module contracts between the node and the at least one distributor of the selected response concerning a transference of an advertisement from the distributor to the visitor. A sixth module effects a transfer of the advertisement to the visitor.--.